

# GCMACMA



## EDUCATION & CAREER DEVELOPMENT

GCMACMA

**ADVANCE YOUR CAREER IN GOLF CLUB MANAGEMENT**

**SUPPORT - INSPIRE - REPRESENT**

# INVEST IN YOUR CAREER WITH GCMA EDUCATION

We're committed to supporting your professional growth at every stage of your career. Our education and development framework is designed to help you build the knowledge, confidence, and leadership skills essential for success in modern golf club management.

The GCMA Education Framework is built around **three key pillars**:



Bringing it all together is **GCMA Accreditation** - the professional benchmark recognising your skills, knowledge, experience and achievements, while helping you plan the next steps in your career journey

## GCMA PRINCIPLES OF GOLF CLUB MANAGEMENT



**This one-week course provides you with a fantastic overview of all of the key proficiencies that you need to become a knowledgeable and well informed industry professional.**

**Suitable for:** Those aspiring to become a Golf Club Manager, those new to the profession or indeed if you are looking to brush up on some of your skills.

**Delivery:** Online (4 days) or Residential (5 days)

**GCMA Accreditation points:** 40 points

**Outcome:** Principles of Golf Club Management Certificate

**From £770 per person**



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# QUALIFICATIONS & CERTIFICATES



The GCMA Advanced Management Programme is an accessible and flexible programme, consisting of **11 individual deep dive, advanced certificates**. Each certificate provides a practical learning experience and delivers in-depth skills and knowledge on the key topics that will support you in developing as a highly effective manager and leader.

You choose the topics most suitable to you, based on your learning and development requirements.

## Advanced Management Certificates Available:

- ❑ Food and beverage Management
- ❑ Golf Club Governance
- ❑ Health & Safety Management
- ❑ Golf Hospitality & Operations
- ❑ Sales & Service Delivery
- ❑ Marketing Strategy
- ❑ Golf Course Management for Golf Club Managers
- ❑ Strategic Planning
- ❑ Finance and Accounts Management
- ❑ Building Resilience and Managing Mental Health
- ❑ Advanced Leadership and Emotional Intelligence

**Suitable for:** Anyone involved in golf club management and those aspiring to become golf club managers in the future

**Delivery:** Residential (2-3 days)

**GCMA Accreditation points:** 32 (2-day) or 40 (3-day) points

**Outcome:** 11 Advanced Management Certificates combine into 4 Advanced Management Awards, each granting 12 months' free CMI membership

**From £625 per person**



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**The Skillgate Infinity Library offers 1,000+ courses on soft skills in multiple formats, supporting your ongoing personal and professional development. Courses range from 30 minute short tutorials to full certificates.**

**Suitable for:** Anyone involved in golf club management and those aspiring to become golf club managers in the future

**Delivery:** Online - Self directed learning to fit around your schedule

**GCMA Accreditation points:** 2 points per hour

**Outcome:** CPD points & 5 ILM Recognised Certificates

**Included in GCMA Membership**



## GCMA WEBINARS

**The GCMA Webinar Series is a dynamic collection of online sessions designed to address the most pressing and relevant topics in golf club management.**

Our webinars feature expert-led discussions, live Q&As, and presentations that delve into core topics such as strategic leadership, emotional intelligence, team dynamics, finance, regulatory compliance, and operational best practices alongside other crucial aspects of running a successful golf club.

With contributions from industry leaders and business partners, the series provides GCMA members with timely insights and practical knowledge to navigate the evolving landscape of the golf industry

**Suitable for:** Golf club managers, aspiring leaders in the golf industry, and professionals involved in club operations and governance.

**Delivery:** Online

**GCMA Accreditation points:** 1 point per hour

**Included in GCMA Membership**



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## GCMA BUSINESS MEETINGS



**GCMA Regional Business Meetings are the core in-person gatherings that bring together golf club managers and industry professionals within our 13 regions to discuss local challenges, share best practices, and stay informed on national developments.**

These meetings designed to foster a sense of community and collaboration, offering members the opportunity to network, exchange ideas, and engage in meaningful dialogue on operational, strategic, and regulatory topics affecting their clubs.

**Suitable for:** Golf club managers, aspiring leaders in the golf industry, and professionals involved in club operations and governance.

**Delivery:** In-Person

**GCMA Accreditation points:** 2 points per hour



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# CAREER DEVELOPMENT & SUPPORT



**Exclusively included with Affiliate Membership, ASPIRE helps you grow, connect, and succeed at every stage of your career. The Aspire: Career Development Series is made up of:**

-  **Career Development Webinars:** Annual series on career-building, leadership, and industry insights.
-  **In-Person Events:** Exclusive development workshops with industry leaders and peers.
-  **1-to-1 Career Support:** Tailored sessions to define goals and plan your progression.
-  **GCMA Accreditation Guidance:** Expert support on your personalised accreditation journey.

**Suitable for:** Those aspiring to become golf club managers in the future

**Delivery:** Online & In-Person

**GCMA Accreditation points:** Variable (See Accreditation CPD Points Framework)

**Included in GCMA Membership**



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**GCMA Career 1-2-1s are personalised support sessions designed to help golf club managers navigate their professional development and career progression. These confidential, one-on-one meetings offer members the opportunity to discuss their goals, challenges, and aspirations with our Professional Development Manager.**

Whether you're exploring new opportunities, seeking guidance on qualifications, or looking to enhance your leadership skills, our Career 1-2-1 service provides tailored advice and practical strategies to support your journey.

**Delivery:** Online

**Included in GCMA Membership**





**A FLEXIBLE , INCLUSIVE AND REWARDING ACCREDITATION PATHWAY,  
DESIGNED TO CAPTURE YOU AND YOUR VALUE TO THE INDUSTRY**

**GCMA ACCREDITATION recognises your experience, skills, knowledge and  
achievements as well as your learning and qualifications and ongoing  
commitment to your own personal and professional development.**

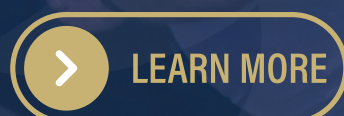
## **GCMA ACCREDITATION LEVELS:**



**Suitable for:** All current or aspiring future golf club managers

**Delivery:** Online submission all year around

**Included in** GCMA Membership







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